BEST TIMES TO POST ON INSTAGRAM

Why is knowing **when to post** is important?

Engagement

20-30% more engagement on your content if it’s posted during right times

Reach

Posting during a good time ensures a larger amount of **active users**

There are many differing strategies out there!

And while we can’t tell you which is guaranteed to work for **your** business

A

B

C

D

E

F

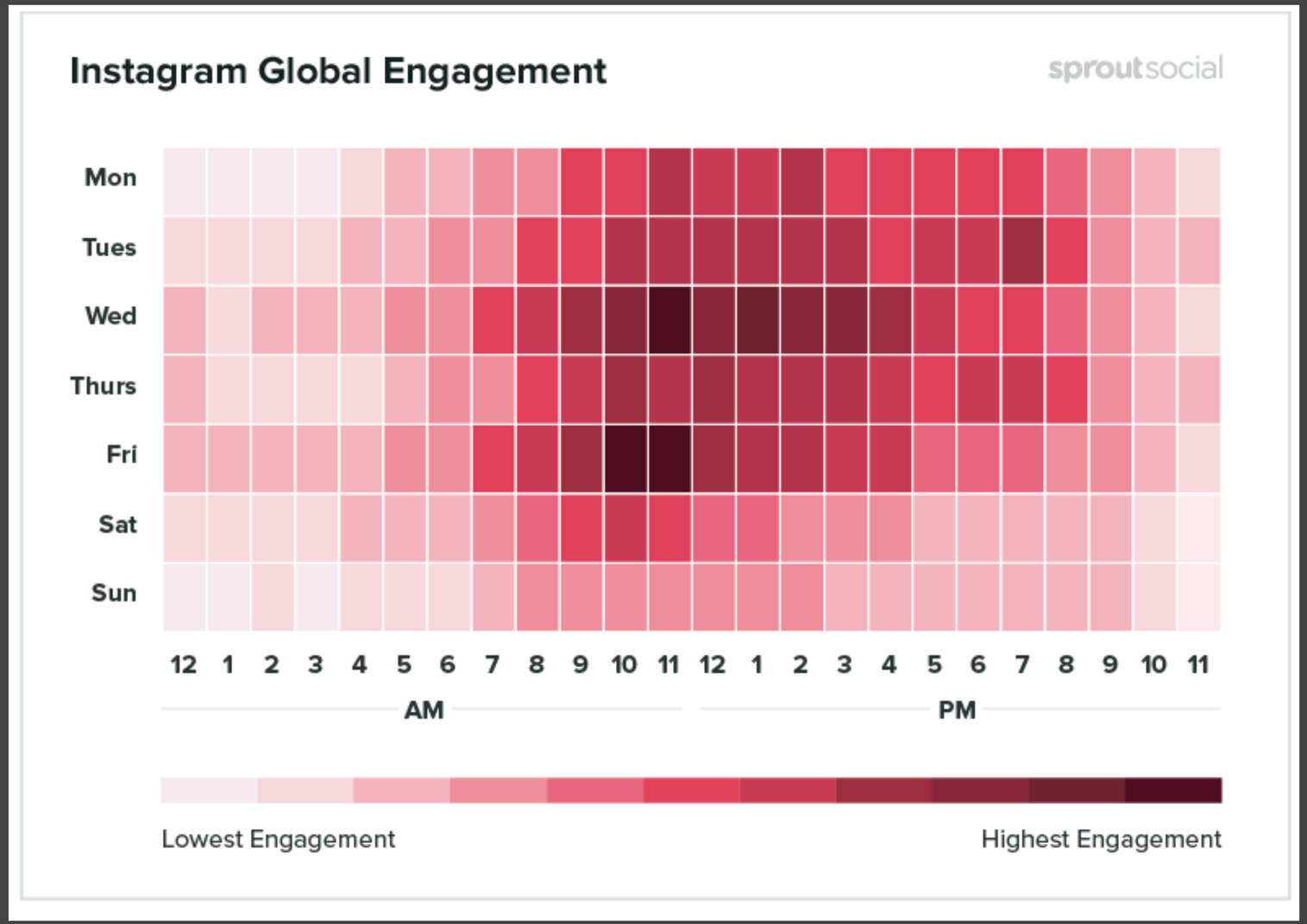
A good, safe initial strategy to follow

Best times to post

Wednesday @ 11 a.m
Friday @ 10-11 a.m ET

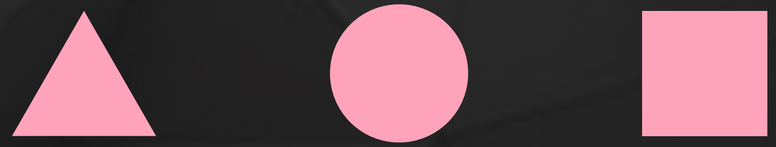
Safest times to post

Mon-Fri @ 10-3pm ET


Instagram Global Engagement
sproutsocial
Mon
Tues
Wed
Thurs
Fri
Sat
Sun
12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11
AM
PM
Lowest Engagement
Highest Engagement

However:

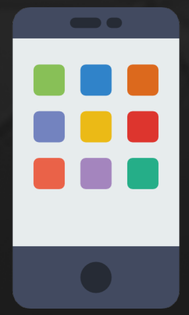
There is **no one size fits all** strategy



Every niche will be different

Know your audience!

What is the best time for them?
When are they **online**?



Know your audience!

Fish and Chips shop in London

Travel Inspiration

Fashion Blogger

Use your analytics to find when your audience is most active

Do test posts at different times to see what gets the most engagement